

**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
13 SEPTEMBER 2016**

Present:	In attendance:
Bill Jackson (BJ) Chair	Nick Webster (NW)
Tracey Goodwin (TG)	Dorothy Coleman (DC)
Councillor David Harlow (DH)	
Geoff Hughes (GH)	
Neil Kerr (NK)	
Mark Pearce (MP)	

	ACTION
1. APOLOGIES FOR ABSENCE	
Glyn Morgan	
2. DECLARATIONS OF INTEREST	
As per Register of Members' Interests.	
3. MINUTES OF MEETING HELD ON 2 AUGUST 2016	
The minutes of the meeting held on 2 August were approved as a correct record.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
<p><u>Board and Team Goals</u></p> <p>A complete set of Board and team goals for 2016-17 was circulated. MP explained that the private sector members' goals were strategic, and the Council members' more detailed, reflecting the extent of the Council's support to the operation of the Zone. Due to their membership of this Board, and in order to avoid a conflict of interest, neither DH nor GH made decisions on behalf of the Council relating to the EZ. They were therefore able to work on the Board's behalf to ensure specific support needed from Council departments such as planning, legal and finance. The team goals reflected the priorities in the Delivery Plan 2016-17, and a detailed report on these was submitted to GH and the Council each month.</p> <p>MP thanked the Board for their input and stated that next year's goals would be for the calendar year 2017.</p>	
5. ISSUES FOR DISCUSSION/DECISION	
<p>a) Board appointments</p> <p>MP explained that BJ had been appointed Chair by the Council with effect from 1 January 2013 for an initial period of 3 years, renewable for a further 3 years. In January 2013, the company had not yet been formed, resulting in formal director appointments not being made until 20 May 2014, for a 3-year period subject to annual reappointment.</p>	

<p>BJ's wish was to remain as Chair until May 2018. There would therefore be a need to commence the search for a new Chair in autumn 2017. It was likely that the focus/strategy of the Board would need to change at that time, if progress continued at its current rate.</p> <p>It was agreed that the Board review its strategy in autumn 2017 with a view to operations and activities needed for the following 3 years.</p> <p>MP advised that he was seeking Council legal support to provide the company administration function and to ensure that company legal requirements were met.</p> <p>b) Sales issues/plot disposals MP reported on recent enquiries and action was agreed.</p>	
<p>6. MANAGING DIRECTOR'S REPORT</p>	
<p>a) Sales Progress MP reported on progress with sales.</p> <p>It was noted that there was potential interest from 3 companies wishing to buy land on plot N4, all at an early stage.</p> <p>There was a discussion about the 20 acre Skylon North Magazine site, onto which it was hoped to attract one high profile investor/showpiece project. It was agreed that as long as there was other development land available in the city (e.g. Three Elms), the zone could wait for the right investor.</p> <p>MP had been in discussion with Midlands Engine colleagues about attendance at MIPIM 2017 in Cannes, as part of a Midlands stand with the Marches LEP. This site would be promoted at that event.</p> <p>NW explained the work he had been doing on the Economic Masterplan which outlined a number of projects predicated on growth and the delivery of high value jobs, some in the city and others in the market towns.</p> <p>MP went through the client timelines chart which demonstrated development and completion timescales.</p> <p>TG advised that the Goodwin Trust were not currently marketing any of their land due to the current poor rate of return. As previously discussed, NW agreed to provide TG with information about investment loans available through the Marches LEP.</p> <p>b) Marketing <u>Communications and PR</u> MP reported that footage had been recorded by drone for a video of the Estate</p>	

<p>highlighting particular sites. Some changes had been discussed. The aim was to have it available by the end of October.</p> <p>GH referred to work that the Council had commissioned to provide a 3D interpretation of the city using CGI visuals. He suggested that it would be useful to have something similar for the Zone to demonstrate what it could look like once the site was built out. MP to liaise with NW to arrange.</p> <p><u>Inward Investment Activity and Events & Exhibitions</u></p> <p>MP would be attending the Cyber Maryland event at Baltimore from 18-22 October, joining the Midlands Engine trade mission being arranged by UKTI.</p> <p>He was also working with Harrison Clark Rickerbys and Wolverhampton University on a defence and security conference to be held at the Courtyard on 1 February 2017. It was hoped to finalise speakers within the next 2-3 weeks using Qinetiq contacts.</p> <p>c) Infrastructure</p> <p><u>Broadband</u></p> <p>Arrangements were progressing with the preferred investor for the delivery of wholesale broadband services to the Zone using the new broadband ducting networks. This would reduce the cost of connection and provide excellent up and down speeds. Once Council approval had been given, the service would be promoted.</p> <p>d) Business Support and Networking</p> <p><u>Business Events</u></p> <p>The next Qinetiq event would be on drone technology with a visual demonstration on the South Magazine at 3.00pm, and then at the Business Solutions Centre at 4.30pm.</p> <p><u>Sustainable Travel Drop In Day</u></p> <p>This event will highlight BJ's priority for his year as High Sheriff, transport, and showcase all the EZ initiatives which will address the need for more sustainable travel measures to and from the Estate. These included the new enhanced bus service, greenway lighting scheme, Straight Mile cycleway, and travel planning advice. Invitations had been sent to all Rotherwas businesses, Stakeholder Group including parish councils, Herefordshire Councillors, and had been promoted by other organisations.</p> <p>The new bus service would be introduced on 31 October and would provide a half hourly return service from the city centre to Rotherwas from Monday to Friday. This service would be monitored and tweaked as appropriate. A copy of the timetable was circulated.</p> <p>MP thanked the Council and the transportation team for accommodating this event within their South Wye Transport Package consultation programme. He stated that the consultation pack was comprehensive and had amalgamated the proposed cycleway linkages to Rotherwas into the material. It was noted that the consultation period would continue until 25 October, and that as the Board won't be meeting again until 2</p>	<p>MP NW</p>
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<p>November, it may be necessary to have an extra meeting with this sole item to obtain a Zone response.</p> <p>e) Direct developments</p> <p><u>Shell Store: Incubation and Development Application Centre</u></p> <p>The ESIF application for £2m, submitted in March, was still being appraised and additional information provided. In accordance with the Government commitments to honour all EU funding contracts issued before the Autumn Statement, the contract would need to be issued before that date, 23 November. An announcement on the Growth Deal funding awards was expected in the Autumn Statement.</p> <p><u>Centre for Cyber Security</u></p> <p>This project had also been prioritised by the Marches LEP for Growth Deal funding and would seek EU funding. NW would speak to the EU technical assistance team about getting this project into the pipeline. The University of Wolverhampton, EZ (MP) and Qinetiq were discussing the design with expert cyber centre planners.</p>	NW
7. RELATED PROJECTS	
<p><u>Skylon Tower</u></p> <p>NK updated the Board on progress. He continued to seek funding to support this project (costs of approx. £200k) and had a major sponsor in mind. He was seeking others to bridge the gap. By designing the tower to support telecomms, this could result in an income which could be offset against ongoing maintenance of the tower and site.</p> <p>A full planning application was being prepared.</p> <p>The possibility of approaching Taylor Lane for use of part of their car park for visitors to the site on evenings and weekends was suggested.</p>	NK MP
8. ANY OTHER BUSINESS	
<p><u>Meeting with MPs</u></p> <p>BJ and GH had met with six of the seven local MPs in London the previous week, as part of a group from the Marches LEP.</p> <p>They discussed each of the projects that had been submitted for Growth Deal funding. The MPs were supportive of the projects, particularly in the light of the private sector being fully engaged, and the fact that the projects had been appraised by independent assessors. However, the total amount sought by all bids was three times the amount available to allocate.</p> <p>MP advised that Michelle Nutt, from the Government's Local Growth in the West Midlands Team, and lead officer for the HEZ had visited the previous day and had been impressed by the extent of the development on the Zone, and had subsequently suggested that a ministerial visit should be arranged. It was agreed that Jesse Norman MP</p>	

<p>be invited to officially open Skylon Place at the end of October, when the new tenant was due to move in.</p> <p>It was also agreed that Greg Clarke be invited at a future date.</p> <p><u>Boundary Commission Proposals</u></p> <p>There was a brief discussion on the newly published proposals for new Parliamentary constituency boundaries in the West Midlands, which would reduce the number of MPs from 57 to 53.</p>	
<p>9. DATE OF NEXT MEETING</p>	
<p>2.00pm on 1 November</p>	